

## MATTHEW PERSON

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### Career Progression

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**Town Square Advisors**, Hingham, MA: Sept. 2017 - present

*Founder & President*

- Provide small and medium-sized businesses with strategic management consulting services
- Offer M&A advisory and business brokerage services

**Capstone Partners**, Boston, MA: June 2014 – Sept. 2017

*Vice President* Mar. 2017 – Sept. 2017; *Sr. Associate* Jan. 2017 – Mar. 2017; *Associate* Jun. 2014 – Dec. 2016

- Developed HC/Staffing, Business Services, Security verticals; Established Transp. & Logistics and Ad Specialties verticals
- Sourced buy-side and sell-side clients through business development efforts (market research, trade shows, cold calls, etc.)
- Heavily supported/attended pitches with prospective clients and produce pitchbooks for multiple verticals
- Lead transaction marketing efforts, prospective acquirer Q&A calls and requests and coordinated/attended management meetings
- Oversaw production of transaction materials (CIM, teaser, management deck) and client financial projections and valuation
- Wrote research reports on focus sectors: Security Solutions, Transportation & Logistics, Ad Specialties, HC/Staffing
- Led development and institution of the Leadership Development Academy, first company-wide junior staff career training platform

**The Breakaway Innovation Group**, Boston, MA: Oct. 2013 – May 2014

*Venture Capital & Strategy Intern*

- Assisted Venture Capital division with exit strategy for portfolio companies; analyzed & valued prospective deals
  - Wrote white paper on current state of VC, PE and startups, specifically focused on hybrid VC firms
- Assisted Strategy/Consulting division with industry & company research analysis; supported client meetings
  - Sample projects: UFC MMA exclusive clothing vendor, bio-ceramic technology product development

**Tully & Holland, Inc.** Wellesley Hills, MA: May 2013 – Oct. 2013

*Investment Banking Summer Associate*

- Directly assisted Managing Directors with valuation, financial modeling and performance/operational metrics for clients
- Conducted client due diligence and industry research; generated presentation materials and pitchbooks
- Wrote "Salty Snacks & Sweets" research report with sector analysis, transaction multiples and trends

**DSF Sports**, dba NH Fisher Cats Professional Baseball, Manchester, NH: Feb. 2011 – Aug. 2012

*Vice President of Business Operations*

- Responsible for day-to-day management of entire franchise; Oversaw ~25 FT staff; 30 PT staff
- Led full staff reorganization prior to 2012 season; managed all departments & associated budgets
- Led \$2M sponsorship & sales departments; oversaw marketing campaigns; negotiated vendor contracts

**Elmore Sports Group**, dba Co Springs Sky Sox Prof. Baseball, Colorado Springs, CO: Sep. 2007 – Feb. 2011

*Asst. General Manager & Dir. of Corporate Partnerships* Oct. 2008–Feb. 2011; *Dir. of Promotions*; Oct. 2007–Oct. 2008

- Recognized during tenure as "40 under 40: Rising Star" by *Colorado Springs Business Journal* (2009)
- Member of Front Office named "Best Triple-A Franchise" by *Baseball America* (2011)
- Developed and implemented new brand identity system in 2009, resulting in record merchandise sales
- Led sales and marketing efforts resulting in three season attendance records; Oversaw ~15 FT staff, 20 PT staff
- Managed \$1M sponsorship sales department; oversaw marketing, promotions, community relations departments
- Negotiated media & vendor contracts highlighted by new multi-year radio game broadcast agreement

**HWS Baseball** dba Modesto Nuts Professional Baseball, Modesto, CA: Oct. 2004 – Sept. 2007

*Asst. General Manager of Sales & Marketing*; Oct. 2006 – Sept. 2007; *Dir. of Sales & Marketing*; Oct. 2004 – Oct. 2006

- Oversaw marketing for first new team name and brand identity system in 54-yr franchise history
- Led team to multiple attendance records in 2007 season, increased ticket and sponsorship revenue each season
- Managed the corporate sponsorship, ticket sales, marketing & promotions staff and associated budgets
- Negotiated media and vendor contracts, including marketing and print material, promotional items and entertainers

**DSF Sports** dba New Britain Rock Cats Professional Baseball, New Britain, CT: Sept. 2002 – Oct. 2004

*Account Executive*

- Supported group and season ticket and sponsorship sales efforts, supported game-day promotions and stadium operations
- Member of Front Office named "Best Double-A Franchise" by *Baseball America* (2003)

### Education

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**Boston College – Carroll School of Management**, Chestnut Hill, MA: MBA & MS Finance, May 2014

*MBA*, Concentration: Entrepreneurial Management; *MS in Finance*; Awards: Beta Gamma Sigma Business Honor Society

**Colgate University**, Hamilton, NY: B.A.: May 2002

Major: Economics, Minor: Philosophy;

### Volunteer & Leadership Experience

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**MicroMentor (current)**: Mentor, provide business strategy and financial advice to entrepreneurs and startup companies

**Leeds School of Business, U. of Colorado (2010)**: Mentor, oversaw students in sports management certification class

### Certifications & Professional Memberships

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**FINRA**: Series 79 & Series 63

**Beta Gamma Sigma**: Member of Business-Associated Academic Honor Society